



FOR IMMEDIATE RELEASE

Make In-Home Pet Bathing Easy – in Your Shower!

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Menomonee Falls, WI - For almost fifteen years, Rinse Ace® Pet Shower Deluxe has allowed pets to enjoy warm baths, indoors, any time of year. Idea Factory, Inc. has introduced Rinse Ace® 3-Way Pet Shower Sprayer, to further enhance the at-home pet bathing experience.

The improved 3-setting sprayer delivers a full body spray for rinsing a pet fast; a concentrated spray for targeting water flow to deep-clean or avoid delicate areas; and a massaging spray for a pampering effect. The lightweight, ergonomic sprayer also features an easy-glide lever which allows you to select the water flow level from pause to light to full with one finger. The eight foot hose let's you easily rinse hard-to-reach paws and belly.

How it Works:

Twist the patented shower connector onto the existing showerhead just one time. No plumber is required. The connector does not affect your showerhead. When ready to bathe your pet, attach the eight foot hose to the shower connector with just a quick push and slight turn of the wrist. No water flows from the showerhead when the hose is attached, and water flows only from the sprayer when the lever is moved. After pet bathing, detach the hose and store it away for a clutter-free shower.

Rinse Ace® 3-Way Pet Shower Sprayer is available at Drs. Foster & Smith, Petco, PetSmart and Pet Supplies "Plus" for under \$30. You can also purchase online from the manufacturer at www.rinseace.com or by phone at 1-800-867-4673 and 1-262-703-0011.

Rinse Ace® Brand pet bathing product line also includes a Shampoo Mitt, Microfiber Towel, Pet Hair-Snare, Bathing Tethers and Bathing Mat to complement the 3-Way Pet Shower Sprayer in making at-home pet bathing easy.

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Idea Factory, Inc. was started in 1994 by husband/wife team, John and Patty Mueller. Patty will tell you John is the "idea" guy and John will admit Patty "makes it happen" (the "factory"). Garrett Butrym, Vice President - Sales & New Business Development joined the Muellers in 2001. Others have arrived over the years that have stuck with them ... that's to say, John is no longer the only guy with ideas and Patty has lots of help now. Without their dedication, Idea Factory wouldn't be what it is today!

Idea Factory, Inc. is a certified Women's Business Enterprise providing RINSE ACE® and PRO-FLOSS® Brand Bath and Shower Products to the nation's leading retailers, regional chains and local "mom and pop" shops, as well as hotels. We have grown over the years by listening to our customers and those who have purchased our showerheads, shower accessories and pet bathing products, to learn what we can do to improve our existing products and introduce new products.

Take a tour through our sites and learn more about RINSE ACE® Brand shower heads, shower accessories, baby rinsers, bath safety products and dog bathing supplies and PRO-FLOSS® Brand oral irrigators.